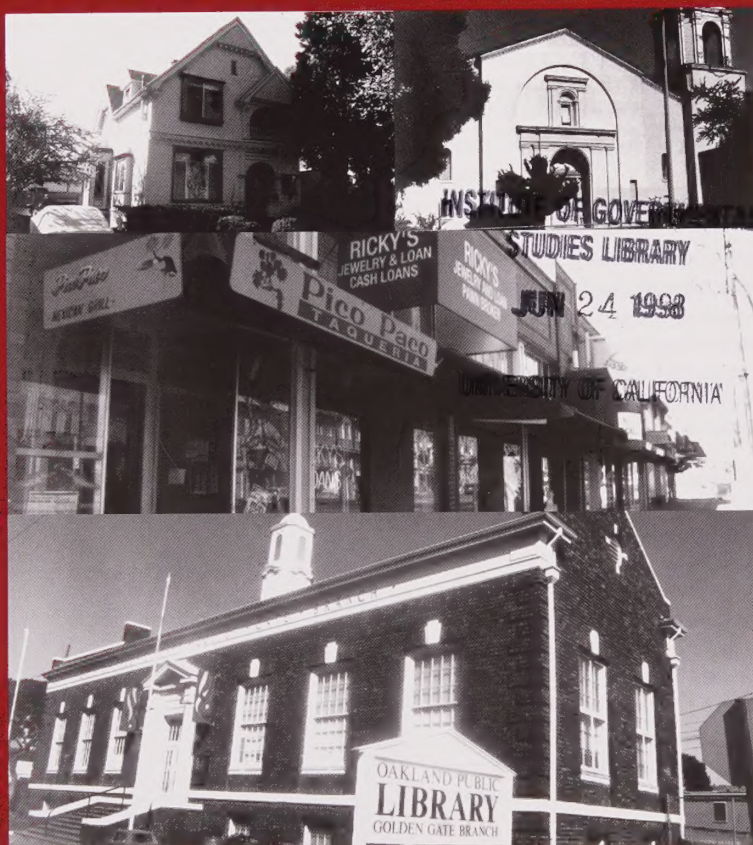




North Oakland



Neighborhood Profiles



The Neighborhood Profiles are a series of informational brochures which describe the seven Community Development ("CD") Districts and the Hills in the City of Oakland. The Neighborhood Profiles are designed to serve as a planning tool, a resource document and as an historical reference point for community activists, local leaders, elected officials and the business community.

OCCUR recognizes Oakland's neighborhoods as one of the City's greatest assets. Community based development has played a major role in the ongoing revitalization of Oakland's neighborhoods and should be promoted at every opportunity. It is in the spirit of supporting community based development activities that these profiles were prepared.

City of Diversity: Oakland's Rich Heritage

Located on the edge of the San Francisco Bay with nineteen miles of coastline to the west and rolling hills to the east, Oakland is truly a magnificent city. With a population near 372,000, Oakland is the sixth largest city in California. Today's Oakland, shaped by a long and colorful history, is driven by change and opportunity.

The roots of Oakland are found with its original inhabitants, the Ohlone Indians. As hunters and gatherers they lived amongst the riches of the land and water around them. Their villages spread throughout what is now known as Oakland.

The mid 1700's marked the beginning of Spanish colonization and the demise of the native populations. By the time Oakland was established in 1852, these populations had been severely depleted.

In 1820, the King of Spain gave retiring Presidio soldier Don Luis Maria Peralta some forty-four thousand acres of Ohlone land. The grant extended from the shore of the Bay to the hills that lined the San Leandro Creek, to El Cerrito and included all of the present day Oakland, Piedmont, Berkeley, Emeryville, Alameda, Albany, and parts of San Leandro. In 1842, Peralta divided his ranch between his four sons.

In the early 1840's the U.S. government began aggressive attempts to buy the California territory from Mexico, but all offers were refused. The Mexican-American War of 1846 resulted in the annexing of California to the United States.

The Gold Rush began in 1848 and brought many settlers in search of riches to the Bay's edge. These newer settlers, representing diverse ethnicities, traditions, and geographic origins, dramatically changed the cultural landscape and economic environment of Oakland. This period marked the birth of modern day "Oakland."

On March 4, 1852, the town of Oakland was incorporated by Horace W. Carpentier, Andrew J. Moon, and Edson Adams, three European Americans from New York. These men assumed that U.S. annexation of California nullified all existing Mexican and Spanish land holds, and began selling Peralta owned land when they arrived. The Peralta family sued and eventually the courts decided in their favor. In the end, however, the majority of the land had been sold and Peralta was forced to sell the remaining plots to cover extensive legal fees.

The Transcontinental Railroad came to Oakland in 1869 and caused industry, commerce and the population to boom. These trains opened the State of California to the rest of the country. The main passenger depot was at 7th and Broadway. Hotels, restaurants, drugstores and other conveniences lined the streets of downtown Oakland welcoming the incoming travelers. Railroad-related employment and business opportunities attracted a flood of newcomers. The construction of the transcontinental railroad brought Chinese immigrants to the Bay Area, a large number of these new immigrants settled in Oakland in what is today the Chinatown area.

This sudden influx of Chinese immigrants was met with tension by some Oakland residents. Beginning in 1882, Congress passed a series of Chinese Exclusion Acts which

legalized discrimination against Chinese immigrants. New Chinese immigrants in Oakland found themselves forced into lower wage earning labor fields. Over time, Chinatown became a self-sufficient community of business and services for the Chinese community, despite state sanctioned racism.

The 1906 San Francisco Earthquake sent many San Francisco residents scrambling to the East Bay. Oakland represented a major center for emergency earthquake relief services.

World War II had a profound impact on the Oakland economy. Starting in the 1940's local industry shifted from agriculture to shipbuilding. Oakland became the center for shipbuilding on the west coast. Defense related em-

ployment opportunities brought in a large number of migrants from around the country. African-Americans from the south made up a large percentage of the new shipbuilding workforce and predominantly African-American neighborhoods sprung up near the shipbuilding yards.

The number of African-Americans in Oakland increased dramatically during World War II. In 1940, before World War II, African-Americans made up 2.8% of Oakland's population; by 1950 this percentage had grown to 12.4%.

Oakland went through a tremendous adjustment period after World War II. The defense workers were displaced along with the large population of factory workers. The City suffered through many of the same urban prob-

North Oakland

The land of North Oakland was given to Vincente Peralta by his father Don Luis Maria Peralta in 1842. By 1853, however, Vincente was forced to sell to other European immigrants who settled on his land. Eager to cut and sell the redwoods in the hills, the new settlers took over the land despite a Supreme Court ruling upholding Peralta's title. Shortly after their arrival, the settlers began growing fruit trees and vegetable crops which led to the building of canning and packing plants. One such plant was the Josiah Lusk Canning Company, which stood on Claremont Avenue at 51st Street. This plant, which opened in 1868, was the largest cannery in the world at the time of its closure in 1888.

In 1869 Oakland constructed its first streetcar line along Telegraph Avenue. This line of transportation encouraged the development of North Oakland. The streetcar line was extended along Telegraph Avenue to Temescal Creek in 1870; its terminus was the center of the business district at 51st Street and Telegraph. The introduction of electricity to the rail service enabled the area to flourish even more with commercial and residential districts emerging along side the streetcar line. By the beginning of the twentieth century, North Oakland had become a country suburb for affluent Oaklanders.

San Franciscans, fleeing the devastation of the 1906 earthquake and fire, built new homes among the already diverse communities of North Oakland. One such community, Golden Gate or Klinkerville, around the San Pablo Avenue station of the Southern Pacific Railroad, developed rapidly after the earthquake. After World War I, when other neighborhoods in North Oakland began to decline economically, the Golden Gate district became the center of entrepreneurship run by people of color. (Evidence of this is hard to find today, after freeways, red-lining, and poverty moved into the neighborhood during the 1970's and 1980's)

The popularity of the automobile, after World War II, led to the construction of several important transportation facilities. In the late 1950's streetcar lines were replaced with freeways and later Bay Area Rapid Transit ("BART") stations. In the early 1960's Interstate 580 was built along the boarders of North Oakland, West Oakland and Chinatown and Central Oakland. In the late 60's, the Grove-Shaftesbury Freeway was built and the MacArthur BART station at MacArthur and Telegraph opened. The Rockridge station at College and Keith Avenues opened in the mid-seventies. BART provided an injection of commercial activity in the area immediately surrounding the Rockridge station. In the MacArthur area however, the BART station had a devastating effect on the local African-American commerce. The new station severed thoroughfares leading to a previously healthy commercial area along Martin Luther King Jr. Way.

The socioeconomic characteristics between the neighborhoods below Telegraph, in the flatlands and the neighborhoods above Telegraph, towards the hills diverged in the 1970's. During this decade the city of Oakland invested in city-wide Community Development Programs. These Programs were designed to make improvements throughout North Oakland and the other CD districts. Many banks and lenders however, did not serve the communities equitably. A large percentage of lenders systematically discriminated or "red-lined" districts. Residents and businesses in the African-American communities, low and moderate income communities below Telegraph Avenue, were denied opportunities to maintain or improve their properties. Above Telegraph, banks and lenders were active; communities like Rockridge, began to thrive. The lack of private lender support in district-wide revitalization efforts of the 1970's and 80's, is one of the major causes for the deterioration that currently challenges many districts in Oakland.

North Oakland still faces a unique set of challenges. It must fight to resist the encroaching influence of Berkeley and Emeryville at its borders. It is preparing for major revitalization projects, including the long awaited development of the Martin Luther King, Jr. Community Plaza at 58th Street and Martin Luther King Jr. Way. Once the home of University High School, this site will soon be a multi-service center combining commercial, cultural, vocational training, community services, and 23 housing units. The much anticipated commercial revival of San Pablo and Telegraph Avenues are other highlights in the future of North Oakland.

Neighborhood organizations and associations are very active in this district. Their agendas address housing, education, crime, and employment in the district. The North Oakland Community Development District Committee, the Rockridge Planning Association, the North Oakland Development Council, and the Sacramento/Ashby Planning Association are just a few of the many groups seeking collaborative solutions and working to meet the demands of all the citizens of the district.

lems that hit other cities at that time: chronic unemployment, racial tensions, and the physical deterioration of once proud neighborhoods.

Increased racial tensions, coupled with the completion of the freeway system during the 1950's resulted in the dramatic out-migration of Whites from the City of Oakland. Many middle class Whites opted to move to areas less impacted by the migration of working class people of color. During the 1950's 82,000 Whites, one-quarter of the total White population of Oakland, left the City. The social landscape of the Bay Area became racially segregated and more economically stratified than ever before.

In the 1960's Oakland was the stage for some of the country's most dramatic anti-draft riots and civil rights protests prompted by the Vietnam War and the Civil Rights era. No longer the thriving city of years gone by, Oakland began to lose popularity based on race and class prejudice, the rising tides of crime and increasing levels of poverty.

In 1966 the controversial Black Panther Party was born in Oakland. The legendary African-American group began as an armed patrol to insure that African-American citizens of Oakland were treated justly by the police. They were able to instill a much needed level of pride in the African-American community. The Black Panther Party's aggressive agenda for change was seen as a threat to the existing system and within a decade of its conception, it was dismantled by the U.S. government and local police departments.

Oakland elected Lionel J. Wilson, its first non-white mayor, in 1977. Wilson, an African-American, held that office until 1989. At this time, Oakland had the second largest African-American middle class in the U.S. Also in Oakland was a flourishing Asian and Pacific Islander population, and a proud Latino population. Young Whites began moving back to Oakland after a long absence that began in the 1960's and 1970's

In 1989 the Loma Prieta earthquake shook the Bay Area. While much attention was centered on the collapse of the Cypress Freeway, the core of downtown Oakland was badly also damaged. Oakland's resilience was tested by the firestorm of 1991 on the heels of the 1989 earthquake. The firestorm destroyed nearly 4,000 homes in the Oakland and Berkeley hills area.

During the 1990's and into the 21st century, the indomitable spirit of Oakland will continue to be challenged by numerous issues. There is an intensified need to revitalize housing, neighborhood, and commercial strips throughout the City. The new Federal and State Buildings, a refurbished City Hall, and the ongoing construction of the Municipal Government Plaza indicate that Oakland will become a center for regional government.

Present day Oakland has been called the most integrated city in America with close residential proximity between ethnic and racial groups throughout the City. This accounts for the City's admirable cultural diversity. One of Oakland's most remarkable qualities continues to be its fierce sense of community with its seven CD Districts, over 500 community based organizations, and a civic pride that runs through the soul of the City.

Public Education in North Oakland *The Story of Our Schools*

The Oakland Unified School District, serving over 50,000 students, is the sixth largest district in the state. In the 1993-94 school year, African-American students made up 54% of the Oakland Unified School District student population; Latino and Asian students represented 19% and 18% of the student population, respectively. White students made up 7% of the total student population; the remaining 2% were identified as "Other Race/Ethnicity."

As a large urban school district located in a city with high levels of cultural and ethnic diversity as well as a wide range of income levels, the Oakland Unified School District has been faced with the challenge to provide a quality education to students across the board. The School District is composed of 83 regular and year-round schools, 19 alternative schools offering special programs, 37 education centers, 4 exceptional children's centers and 4 adult education centers.

The mission of the Oakland Unified School District, in partnership with parents and the community is: (1) to educate all students in order to help them meet or raise their aspirations, and (2) to help them develop a positive vision of the future and acquire the attitudes, knowledge and skills necessary to become successful contributing citizens to society.

The school district works to meet these goals through the implementation of innovative programs and a state framework-based core curriculum. The state framework-based core curriculum includes grade level outlines and descriptions of the skills, concepts and abilities which students must master in Language Arts, Mathematics, Social Studies and Science. All teachers have participated, and will continue to participate over the next several years in district-wide workshops which help to prepare teachers in the implementation of the new curriculum.

Special district-wide programs include:

- **A Comprehensive Technology Plan** which has placed computer and multi-media labs in almost all schools;
- **12 Career Academies in the 6 comprehensive high schools** which prepare students to enter college and/or begin careers;

- **Whole School Change Models** including Comer Process, Models of Teaching, Accelerated Schools Process and Coalition of Essential Schools;
- **Bilingual Programs** for students who speak a language other than English at home;
- **Year Round Programs** which utilize the limited number of school sites to educate a growing population of young people;

- **Magnet Schools** emphasizing areas ranging from science and literature to performing arts and high technology;

- **Programs to boost student achievement** such as Reading Recovery, the Algebra Project, Writing Portfolios, Homework Hotline and a Homeless Support Network;

- **A Middle Grades Initiative** to reform all middle (and junior high) schools into vibrant, engaging learning communities for students and staff.



Highlights from North Oakland...

The following highlights were chosen from the responses to a survey distributed to all schools.

Students at Emerson Elementary School participate in the Science Magnet Program. This school-wide program focuses on science exploration and discovery and an awareness of environmental issues. All students are engaged in hands-on science activities and experiments in which they are observing, analyzing, comparing, and organizing thoughts. Students participate in nature walks and study tours of science and natural history museums.

Washington Elementary and Claremont Middle School are participating in the Project Youth Engaged in Service (YES) of the East Bay Conservation Corps. Project YES builds within young people a strong sense of responsibility and commitment to their community, while strengthening their academic and life skills. Students create on-site "community gardens" through this program.

The following statistics are provided by the Oakland Unified School District in the "School Profiles, School Year 1992-1993." This annual report and more detailed information may be obtained by calling the District Public Information and Publications Office at (510) 879-8582.

North Oakland	1992-93 Enrollment	% LEP Students	Stability Rate	Attendance Rate	Free/Reduced AFDC %	Retention Lunch	Retention Rate
Arts School (K-8)	169	1	97	95	11	14	1
Chabot (K-6)	287	1	91	96	1	7	1
Emerson (K-5)	347	12	90	94	59	56	5
Golden Gate (K-6)	401	3	86	92	55	63	3
Jefferson Y.R. (K-6)	1,295	50	90	92	33	75	1
Longfellow (K-6)	452	5	83	95	98	79	3
Peralta Y.R. (K-5)	244	4	92	94	18	41	1
Santa Fe (K-6)	395	4	83	93	71	70	4
Washington (K-6)	374	10	88	93	42	53	2
Claremont Middle School (6-8)	622	9	85	95	15	34	2
Oakland Technical (9-12)	1,413	17	80	91	52	49	22

Attendance is the total number of students enrolled during the school year. **LEP % Students** represents the percentage of the student body enrolled in the Limited English Program. **Stability Rate** measures the percentage of students that remain in the same school for the entire year. **Attendance Rate** measures the percentage of total student enrollment in attendance during the school year. **AFDC Rate** represents the percentage of the total student enrollment receiving AFDC benefits. **Free/Reduced Lunch** measures the percentage of the total student enrollment receiving free or reduced lunches. **Retention Rate** represents the percentage of the total student enrollment that are held back (not graduated) at the end of the school year.

Community Development Block Grant

The Community Development Block Grant ("CDBG") Program was initiated by the Office of Housing and Urban Development ("HUD") in August of 1974. It is a federal program that is designed to assist local governments in the provision of safe, decent, and sanitary housing, and economic and community development activities. Under this program local governments have the power to autonomously distribute funds according to the greatest local needs. However, HUD strongly recommends three principal beneficiaries of these funds:

- 1) Activities that benefit low and moderate income individuals;
- 2) Activities that address urgent needs in local municipalities; and
- 3) Activities directed toward the elimination of slum and blight.

HUD and the CDBG program have been trimmed back in recent years. By 1997, 3% of CDBG allocated funds have been cut. However, with \$6 billion dollars needed in 1998 to renew Section 8 housing contracts, the CDBG program is being threatened with cuts up to 35%.

Following is an inventory of the City activities funded with Community Development Block Grant funds. This inventory provides the total amounts allocated for each project between the years 1975-1987 and 1989-1994. Data for 1988 is not available. Projects that are district specific are listed first, followed by programs administered throughout the City as a whole.

All amounts are derived from the Office of Housing and Neighborhood Development's Annual Grantee Performance reports. Due to the changing reporting and project identification requirements over the history of the CDBG program, all totals should be considered approximate.

North Oakland District Projects -- 1975 to 1987

Project	Allocation	Project	Allocation
Housing Programs	\$3,373,930	Human Service Programs	\$413,000
Park Development Programs	\$346,000	Commercial and Economic Development	\$1,122,000
Public Works Improvements	\$1,414,000		

North Oakland District Projects -- Sample Five Year Allocation Pattern

(period covered 1989 -- 1994)

Project	Allocation	Project	Allocation
Alameda-Contra Costa Lions Central Committee for the Blind: Senior Independent Living Program	\$12,039	Alameda County Community Food Bank: Shared Maintenance Scholarship	\$34,999
Oakland Fire Dept.: Fire Safety & Prevention	\$11,841	Alzheimer's Service of the East Bay	\$12,076
Oakland Independence Support Center	\$19,473	Oakland Pot Luck	\$12,076
A Safe Place	\$4,073	Family Violence Law Center	\$42,722
Creative Growth Art Center	\$7,000	Oakland Unified School District: Peralta Playground Rehabilitation	\$19,821
Healthy Babies Project	\$20,000	Legal Assistance for Seniors: Senior Homeowners Foreclosure Prevention Project	\$6,714
Project SEED, Inc.	\$118,487	Oakland Licensed Day-Care Operators' Association: Grandparents Respite Program	\$25,000
North Oakland Parish: Senior Care Service	\$379,990	Temescal Branch Library	\$20,971
North Oakland Parish: Educational Learning Center	\$146,138	Project Reconnect	\$13,143
Mosswood Recreation Center	\$11,549		
Alameda-Contra Costa Lions Central Committee for the Blind: Senior Independent Living Program	\$25,679		

ant Allocations -- North Oakland

Project	Allocation	Project	Allocation
Oakland Licensed Day-Care Operators' Association & Community Child Coordinating Council of Alameda County: Child care Vendor Voucher Project	\$141,509	East Oakland Youth Development Center	\$3,000
Friends of Golden Gate Library: Computer Laboratory Program	\$22,000	Ethiopian Community Resource Center: Social Skills Adjustment Training and Rejuvenation Project	\$26,123
Office of Parks & Recreation: Green Streets	\$7,000	Career Training Institute	\$22,286
		J. Walter Johnson Institute: Youth In Action	\$5,000
		Bushrod Recreation Center	\$20,869

City-Wide Projects -- 1997 through 1998

Project	Allocation	Project	Allocation
ADMINISTRATION	\$1,342,670	City of Oakland, Library Services	\$132,034.50
ECONOMIC DEVELOPMENT PROGRAMS	\$2,210,699	Clausen House	\$42,000.00
HOUSING PROGRAMS:		Community and Economic Development Agency	\$51,670.00
Rehabilitation Loan Programs	\$3,000,000	Community Child Care	
Vacant Housing/Housing Development Programs	\$1,022,000	Coordinating Council of Alameda County	\$64,703.00
Self-Help Paint and Free Paint	\$400,000	East Bay Spanish Citizen's Foundation	\$25,000.00
Minor Home Repair	\$425,000	Elder Abuse Prevention	\$28,000.00
Access Improvement Program (AIP) Grants	\$165,000	Elmhurst Food Pantry	\$53,000.00
Housing Counseling	\$170,000	Healthy Babies, Inc.	\$20,749.50
Fair Housing	\$265,000	Jobs for Homeless Consortium HOPE	\$20,949.00
Shared Housing Program	\$44,000	Kennedy Tract Parent-Child Center	\$20,000.00
Reverse Annuity Mortgage Program	\$24,000	Legal Assistance for Seniors	\$93,002.00
Rental Assistance Program (first & last months rent)	\$25,000	Legal Aid Society of Alameda County	\$19,143.00
Homeless Winter Relief	\$250,000	North Oakland Parish	\$25,000.00
NEIGHBORHOOD/PUBLIC SERVICES PROGRAMS		Oakland Potluck	\$9,319.00
A Safe Place	\$19,286.00	Oakland Private Industry Council	\$40,000.00
Alameda County Food Bank	\$137,129.00	Oakland Asian Students Educational Services	\$10,334.00
Alameda/Contra Costa		Office of Parks, Recreation, and Cultural Affairs	\$259,955.00
Lions Central Committee for the Blind	\$6,695.00	Over (60) Health Care Center	25,000.00
Alzheimer's Services of the East Bay	\$84,697.00	Phase III Christian Services	\$80,000.00
Bay Area Community Services	\$85,000.00	Project Re-Connect	\$67,857.00
Bay Area		Project Outreach	\$73,900.00
Black Consortium for Quality Health Care	\$20,000.00	Project-SEED	\$41,336.00
Berkeley Oakland Supportive Services	\$41,000.00	San Antonio	
Boys and Girls Club of Oakland	\$59,620.00	Community Development Corporation	\$155,010.00
Central East Oakland		Spanish Speaking Unity Council	\$25,000.00
Community Development Corporation	\$75,000.00	St. Mary's Center	\$71,000.00
Centro Legal De La Raza	\$5,000.00	Supporting Future Growth	
City of Oakland, Department of Aging	\$103,312.00	Development Center, Inc.	\$25,000.00
		The Highland Foundation	\$50,000.00
		Women's Employment Resources/	
		One-Stop Youth Information Center	\$50,000.00

Homelessness in Oakland

The issue of homelessness has severely plagued Oakland since the late 1970's - early 1980's. Today, Oakland's growing low-income population is comprised of families with children, part-time workers, people from diverse backgrounds, some suffering from severe mental illnesses or substance abuse, victims of domestic violence, as well as people with AIDS. According to a report by Homebase, over 54,000 people in Alameda County had experienced an episode of homelessness by the year 1994. A report by the Alameda County Reinvestment Base Closure Committee estimated that an additional 30,000 individuals were at risk of becoming homeless due to the closing of Oak Knoll Naval Hospital and Alameda Naval Air Station alone. Oakland, with already 52% of Alameda's impoverished citizens, may continue to have one of the largest homeless populations in the Bay Area.

While there is no one cause for homelessness, there are four major factors that have increased the level of homelessness in the City of Oakland:

1. Population growth. Housing development has failed to keep pace with the growth in population. The rate of population growth in Oakland from 1980 to 1990 was just under 10%, while the growth rate for housing development was a mere 3%.

2. Inadequate income & public assistance. Over the last few years there has been a continuous decrease in income support. By 1995, aid to families with dependent children decreased 10% and GA benefits have been given a ceiling level. Minimum wage, once calculated as the wage necessary to sustain the least expensive subsistence levels, has failed to keep pace with inflation and changes in the economy. In an effort to stay off the streets, 20% of Oakland residents are forced to either double up in homes or live in substandard conditions.

3. Lack of access to necessary support services such as medical care, child care, drug and alcohol recovery programs and mental health services. Since 1980, the severe cuts in social services and welfare spending have hindered the ability of many low-income families and individuals to make ends meet. Many individuals have been forced out of their homes due to a lack of funds after covering something as simple as a doctor's bill or child care.

4. Shortage of affordable housing. The cost of housing in Oakland and the greater Alameda County is among the highest in the United States. Since 1989, the increase in housing prices has outpaced the increase in median household income.

Adding to those currently homeless or at risk to homelessness due to socioeconomic problems, the Loma Prieta Earthquake of 1989 and the Oakland Hills Firestorm of 1991 displaced a large number of Oakland residents. Prior to 1989, Emergency Services Network ("ESN") estimated on any given day that 4,500 individuals were homeless in the City of Oakland. After the earthquake, some 9,000 individuals were left on the streets and over 1,000 units of affordable housing were demolished.

In response to this loss of low-income housing, ten

non-profit housing development corporations in Oakland and Berkeley formed the *Post-Quake Recovery Project* coordinated by East Bay Housing Organizations. Five years later this collaborative has reopened or replaced 900 permanently affordable homes.

In 1991, the Oakland Hills Firestorm displaced 6,000 to 10,000 individuals by destroying over 3,500 building structures. Of these building structures, 96% were residential units.

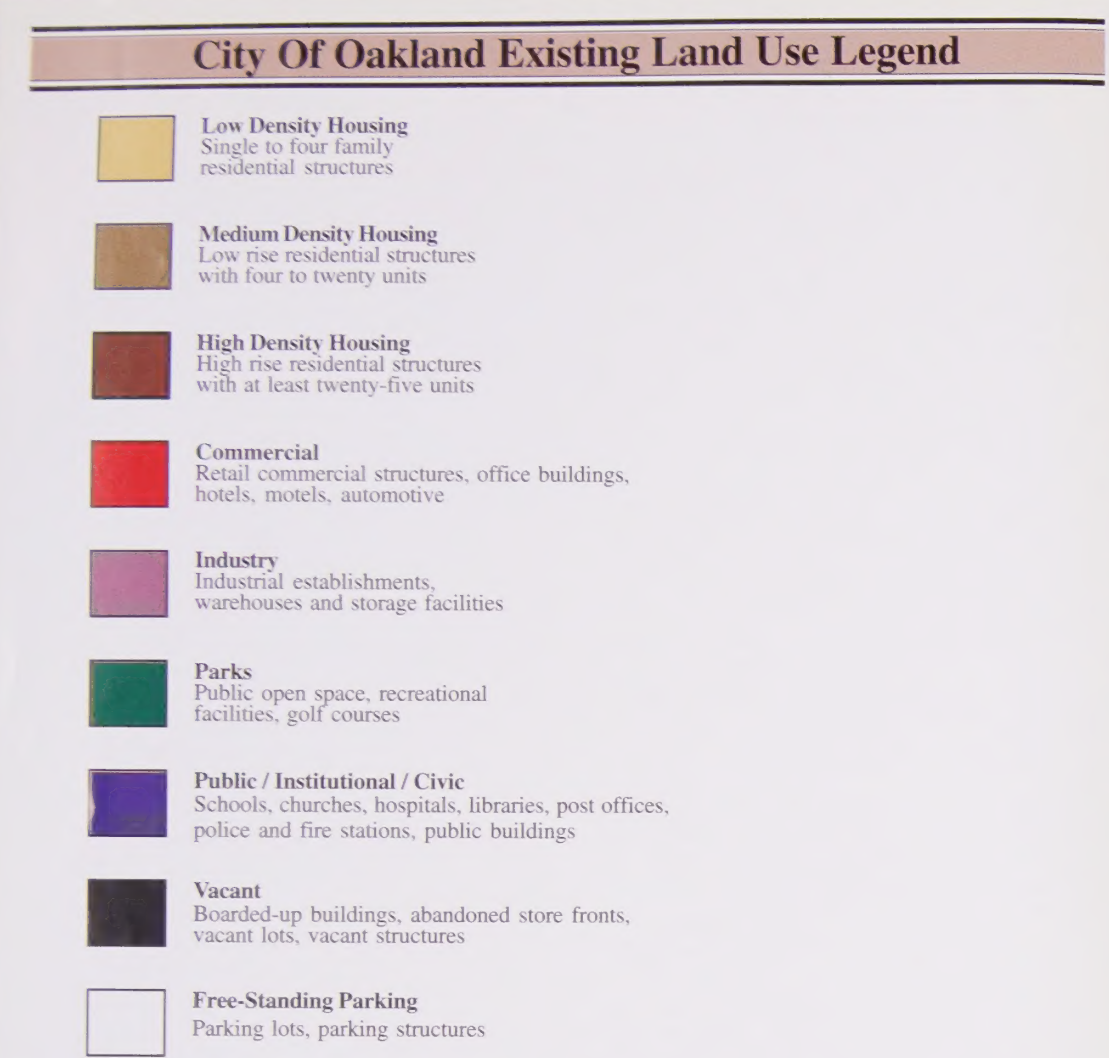
City administrators, in the 1980's and 1990's put forth an aggressive campaign designed to eliminate homelessness. Through the City of Oakland's Office of Housing and Neighborhood Development, several affordable housing opportunities and services have been provided to Oakland citizens such as: the restoration of seven previously damaged residential hotels; a First Time Home Buying Program that offers both down payment and mortgage revenue assistance to low-income families and individuals; the addition of 175 new rental units to the housing market and rental assistance programs. However, in 1997, a \$6 billion HUD budget increase will be necessary to renew Section 8 contracts without jeopardizing CDBG funding.

In an effort to adhere to the policies set forth in the Oakland Homeless Plan, the City, through the interdepartmental/agency workgroup, has put in place several programs to benefit the homeless and very low-income population. Since the 1980's local homeless organizations have

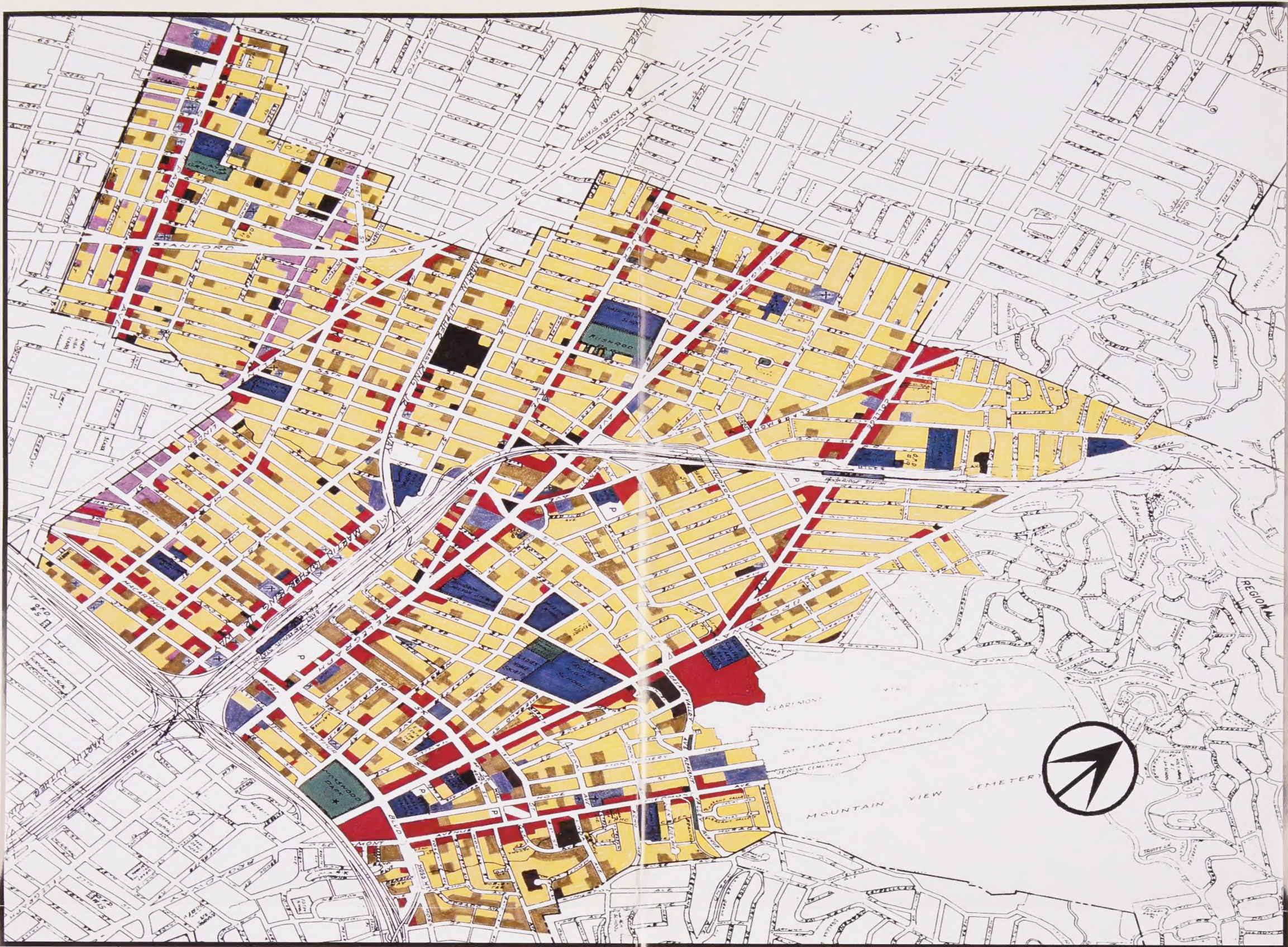
experienced a shortage of shelter beds and supportive services for the homeless. In response to this shortage, the City has provided 281 more shelter beds to local homeless organizations and completed the rehabilitation of the Henry Robinson Multi-Service Center which provides homeless services, shelter beds and transitional housing units. The City has also provided funding for programs that provide one time grants or utility payments, rent move-in guarantees, assistance in the event of eviction, and money management assistance. Such programs include, but are not limited to: Eden Council for Hope and Opportunity, Oakland Homeless Families, Travelers' Aid Society, East Oakland Switchboard, Sentinel Fair Housing, Berkeley-Oakland Support Services, A Safe Place, the Department of Social Services, and St. Mary's Center.

Although the City, with its Homeless Commission, and ESN have made gallant efforts to address the homeless problem, homelessness has continued to increase at a level outside the direct control of Oakland City Planners, social service agencies and other housing advocates. Many citizens are still at risk to homelessness due to the high cost of living matched with low monthly incomes and the impact of welfare reform. The City must therefore continue its homeless prevention campaign by developing new mitigating measures that involve the provisions of services along the continuum of care for the homeless population. Because homelessness affects all elements of the community, these new efforts must address the community as a whole.





The Land Use Map illustrates the general pattern of existing land use within each district. The Land Use legend explains how each color represents a different land use. Existing land uses in the district were identified through a series of "windshield" surveys. Given the size limitation of the map, only the predominant land uses on each block, identifiable from the public right of way were recorded. When land uses are mixed within a single structure with two or three stories, the land use on the ground floor is identified on the map. When the mixed use structure is four or more stories and all the upper floors are residential, then the structure is recorded as a residential land use.



Community Based Organizations *		
Apgar Community Organization 664 Apgar Street, 94609	Martin Luther King/North 42nd Street Neighborhood Association 680 - 42nd Street, 94609	Piedmont Avenue Neighborhood Improvement League 127 Monte Cresta Avenue, 94611
Ayala Avenue Block Club 5820 Ayala Avenue, 94609	Mosswood Community Organization 421 - 36th Street, 94609	Rockridge Comm. Planning Council 5856 College Avenue P.O. Box 130, 94618
Broadway MacArthur Neighbors 7709 Paloma Avenue, 94610	North Oakland Neighborhood Improvement Association 6368 Racine Street, 94604	Temescal Merchants Association 4900 Telegraph Avenue, 94609
College Avenue Merchants Assoc. 5642 College Avenue, 94618		Thirty Eighth Street Neighborhood Association 488 - 38th Street, 94609
Fairview Neighborhood Assoc. 6642 Benvenue Avenue, 94618	Piedmont Avenue Design Review Board P.O. Box 11031, 94611	City of Oakland Community and Economic Development Agency "CEDA" 1333 Broadway, 4th Floor, 94612
44th St. Neighborhood Block Club 978 - 44th Street, 94608		CEDA North Oakland Hotline Number (510) 238-3730
Telegraph Ave. Neighborhood Group 445 - 61st Street, 94609		

Community Meeting Facilities *			
BANANAS 5232 Claremont Ave. 510-658-7101	Studio One Art Center 365 - 45th Street 510-655-4767	ACORN (Association of Community Organizations for Reform Now) 1611 Telegraph Avenue 510-251-0901	Korean Community Center of the East Bay 3538 Telegraph Avenue 510-547-2662
Housing Rights, Inc. 3354 Adeline, Berkeley 510-658-8766	Oakland Licensed Day-Care Operators Assoc. 5730 Market Street 510-658-2449	North Oakland Parish 1051 - 55th Street 510-658-9869	Golden Gate Recreation Center 1075 - 62nd Street 510- 597-5032
Bushrod Recreation Ctr. 560 - 59th Street 510-597-5031	Golden Gate Library 5606 San Pablo Avenue 510-238-7343	Center For Third World Organizing 1218 E. 21st Street 510-533-7583	Mosswood Recreation Center 3612 Webster Street 510-597-5038
Temescal Library 5205 Telegraph Avenue 510-238 7351			

Historical Landmarks

Cattaneo Block, Buon Gusto Bakery
5006-5010 Telegraph Avenue

Golden Gate Branch Library
5606 San Pablo Avenue

J. Mora Moss Cottage
Mosswood Park MacArthur and Telegraph

King's Daughter's Home
3900 Broadway

Oakland Technical High School
4500 Broadway

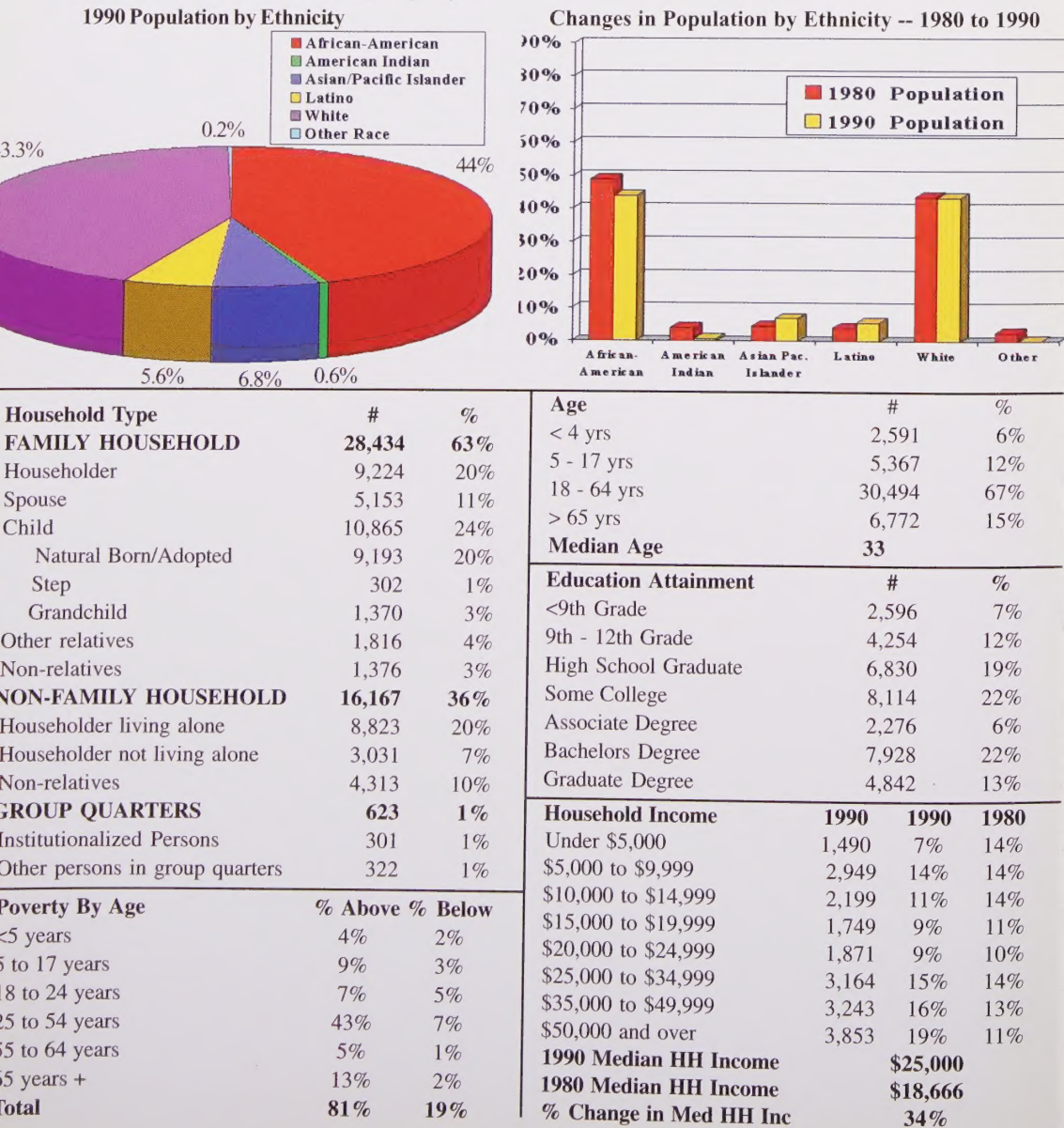
Temescal Branch Library
5205 Telegraph Avenue

University High School
5714 Martin Luther King Jr. Way

* Partial Listing of Community Based Organizations and Community Meeting Facilities

Demographic Data					
	1990 #	1990%	1980#	1980%	% Change
NORTH OAKLAND					
Total Population	45,224	100.0%	43,873	100.0%	3.1%
African-American	19,906	44.0%	21,471	48.9%	-7.3%
American Indian, Eskimo, or Aleut	256	0.6%	163	4.0%	-87.3%
Asian or Pacific Islander	3,104	6.8%	1,932	4.4%	60.6%
*Latino	2,552	5.6%	1,800	4.1%	41.7%
White	19,625	43.3%	19,140	43.6%	2.5%
Other Race	118	0.2%	1,185	2.7%	-90.0%

* Latino (Persons of Spanish Origin) is counted twice, in other words, a person can be both African-American and Latino. Therefore Latino should not be counted towards the Total for a given year.



Economic and Housing Data		
Occupations	#	%
Executive, administrative, managerial	2,969	13%
Professional specialty	5,428	25%
Technicians and related support	1,314	6%
Sales	2,146	10%
Administrative support	3,797	17%
Private household service	202	1%
Protective service	366	2%
All other types of service	2,651	12%
Farming, forestry, fishing	187	1%
Precision production, craft and repair	1,165	5%
Machine operators, assemblers, and inspectors	685	3%
Transportation and material moving	687	3%
Handlers, equipment cleaners, helpers, and laborers	507	2%
Rent	#	%
<\$100	94	1%
\$100 - \$199	886	6%
\$200-299	941	7%
\$300-399	1,936	14%
\$400-499	2,795	20%
\$500-599	2,632	19%
\$600-699	1,661	12%
\$700-999	1,742	13%
>\$1,000	823	6%
No cash rent	192	1%
Total # Units	13,702	100%
Median Rent	\$510	

The greatest increase was experienced by the Asian-American/Pacific Islander population which grew by 67%. The American-Indian, Eskimo, and Aleut population experienced the second largest increase, 63%. The Latino population grew by 44%.

Levels of ethnic diversity have remained relatively constant during the period between 1980 and 1990. The African-American and White populations each make up approximately 45% of North Oakland; the Asian-American and Latino populations account for the remaining 13% of the district. That no one ethnic group makes up over 50% of the district population makes North Oakland one of the most ethnically diverse districts in the City of Oakland.

Median household income in North Oakland in 1980 was \$18,666; by 1990 this figure had increased to \$25,000. In comparison, the city-wide median household income in 1990 was \$26,999. The growth rate in median household income during the 1980's for North Oakland was 34%. This is much higher than the city-wide median household income growth rate of 19% during the same period.

At the time of the 1990 Census, approximately 19% of the population of North Oakland were living below

The community concerns listed below are the result of a survey distributed to members of the Community Development Districts and other community organizations in the district. This summary is not intended to be exhaustive, nor are the concerns listed in any particular order. The purpose of this section is to encourage discussions between residents, service providers, public agencies, and the private sector around the general issues cited below.

Residential

- There is a problem with numerous absentee landlords who have neglected properties that are now in need of rehabilitation. These property owners should be contacted regarding a district-wide effort to address this problem.
- North Oakland should undertake a survey of all vacant lots and abandoned residential properties. This research should be linked with a program involving the City to propose the most appropriate uses of these properties.
- Consistent communication between the residential areas existing on both sides of Telegraph Avenue is needed to reach consensus on key issues affecting all these neighborhoods. Historically, there have been some tensions between specific neighborhoods regarding concerns that include perceived gentrification strategies. A common agenda for North Oakland should be the goal for such meetings.

Commercial

- The San Pablo and Telegraph commercial revitalization efforts are critical to the district. The retail and commercial vision for North Oakland is particularly tenuous in light of the recent surge of economic activity in Emeryville.
- While there is no formal commercial revitalization effort on upper Broadway, there is great interest in sustaining this corridor which is seen as a key artery combining commercial, institutional and professional services.
- The Martin Luther King, Jr. Community Plaza project should contain a mix of commercial, cultural, social service and residential uses, as well as open space and parking.
- Most banks, supermarkets, and retail shops in North Oakland are located in the Rockridge and Temescal areas. District residents would like to see more grocery stores and pharmacies in other neighborhoods in North Oakland, accessible to those without private transportation.
- There is a concentration of fast food chains along Telegraph Avenue. District residents would like to see a greater mix of commercial use along this corridor.

Services

- There is a need for increased services for senior residents in North Oakland. The Martin Luther King, Jr. project may help to meet this need.
- While the district has a well established network of social service providers, additional resources should be identified to help fortify these programs.
- Survey respondents indicate that they would like to see enhanced employment training and placement services in North Oakland. Ideally, these types of programs could be coordinated with commercial revitalization efforts along the district's major corridors.

Youth and Recreation

- The Office of Parks and Recreation should continue in efforts to maintain park facilities at Bushrod, Mosswood and Golden Gate. Parks and Recreation has begun the design for a North Oakland Youth Development Center at the Bushrod Recreation Center site.

Public Safety

- There is a perceived safety problem along Martin Luther King Jr. Way, Shattuck Avenue, and Adeline Street. These corridors are the focus of neighborhood organizing, with strategies that include neighborhood watches and community policing. Increased cooperation between Oakland and Berkeley police along the borders of the two cities might improve public safety in these areas.

Opportunities for Development

- The Martin Luther King, Jr. Project at the old Merritt College campus is underway. This project will include a number of community services including job training and education, a senior center, a cultural center, ground floor retail, and new housing.
- The MacArthur BART Station parking lot is the proposed site for new development. Plans are underway to support some use that will benefit the community.
- Vacant or under-utilized sites along the San Pablo corridor should be developed. Residents would like to see affordable housing and increased commercial activities along this strip. A mixed-use pattern would be ideal.
- North Oakland must examine the full potential of its commercial and residential relationship with the City of Emeryville. The impact of substantial development along the border of these two areas has dramatically affected North Oakland's commercial pace and economy. Joint development and planning discussions should be pursued and mitigation measures should be drafted.
- The Community Development Corporation of North Oakland and the North Oakland community can look forward to the completion of the mixed use San Pablo project.
- The MacArthur/Broadway Center, with its prime location, should build on the existing retail shops to more fully utilize this facility.
- Through a participatory planning process, the Citizens Planning Committee ("CPC") has drafted a plan for the MacArthur BART station area. This plan, submitted to BART, is designed to reflect the desires of the community.

Assets

- Bushrod, Mosswood and Golden Gate parks.
- Studio One
- California College of Arts and Crafts
- Rockridge/College Avenue
- Piedmont Avenue
- Lois the Pie Queen, Soul Brother's Kitchen, Mama's Royal Cafe
- Eli's Mile High Club
- Marcus Books
- Children's Hospital

North Oakland Business Listing	
50 - 100 EMPLOYEES	
K/P Graphics	
Zachary's Chicago Pizza, Inc.	
OHS-Aerobic Medical group	
Piedmont Grocery Co.	
Wilco Supply	
Claremont House, Inc.	
Frago Treatment Center	
Lucky Stores, Inc.	
The Olsten Corp.	
Naismith Dental Group	
Oliveto Cafe & Restaurant	
DNA Plant Technologies, Inc.	
Oakland National Engraving Co., Inc.	
McDonalds, MacArthur/Broadway Ctr.	
A M P B Security	
The College Preparatory School	
Medical Underwriters of California	
Fabco Automotive Corp.	
Boero Manufacturing Company	
Triads Foods, Inc.	
The Pasta Shop	
James E. Roberts Company	
Safeway Stores, Inc.	
Rounseville Care Center	

101 - 250 EMPLOYEES	
Oliver Tire & Rubber Co.	
American Mutual Detective Bureau	
Viewstar Corp.	
California State Auto Assoc.	
California Linen Supply Company, Inc.	
Safeway Stores, Inc.	
California College of Arts & Craft	
Pay Less Drug Stores N.W., Inc.	
Blood Bank of A.C.C.M.A.	
Piedmont Gardens	
H & R Block, Inc.	

250 + EMPLOYEES

Kaiser Foundation Health Plan, Inc.

The Permanente Medical Group, Inc.

Kaiser Foundation Hospitals

The Neighborhood Profiles is a project of the Oakland Citizen's Committee for Urban Renewal Community Information Service (OCCUR/OCIS). OCCUR is a non-profit organization providing technical assistance, training, monitoring, facilitation, and empowerment strategies on issues of housing, employment and neighborhood revitalization.

OCCUR
1330 Broadway, Suite 1030, Oakland, CA 94612
510-839-2440

This project was made possible through funding by: City of Oakland Community & Economic Development Agency (CEDA), The James Irvine Foundation, The San Francisco Foundation, The Clorox Foundation and Union Bank of California.

All Land Use and map information was provided by the City of Oakland Office of Planning and Building General Plan Team.

Special Thanks To:
City of Oakland, Office of Economic Development and Employment; Oakland Unified School District, Office of Public Information; City of Oakland Office, Health and Human Services; Oakland Public Library and Office of Planning & Building.

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IDG Architects
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Cover Design & Pre-Press:
Lenworth Gordon-Cogent Communications

Printing:
Joyce Printing, Inc.

North Oakland Community Directory

CHILD CARE SERVICES

BANANAS

5232 Claremont Avenue, Oakland, CA 94609
Child care Referral **510-658-0381**
Child care Positions **510-658-7353 or 658-1409**
A community based organization providing information and referrals for parents and child care providers. No fees. Serving all of Oakland.

Parent Child Development Centers, Inc.

2619 Broadway, Oakland, CA 94612
All Information **510-452-0492**
Center provides low-income families with quality day care at 7 year round centers in Oakland. Fees vary based on income. Serving all of Oakland.

Oakland Licensed Day-Care Operators Assoc.

5730 Market Street, Oakland, CA 94608
All Information **510-658-2449**
Provides extensive services for child care providers and service referral for parents looking for child care. Membership fees for providers; fees based on income for day-care. Serving all of Oakland.

EDUCATION AND EMPLOYMENT

Peralta Community College/Laney College

Community Education
900 Fallon Street, Room E203, Oakland, CA 94607
All Information **510-464-3121**
Provides information and referral services regarding adult education programs. Fees vary. Serving all of Oakland.

Inter-City Services (ICS)

3269 Adeline Street, Berkeley, CA 94702
All Information **510-655-3552**
Provides employment and training services to unskilled job seekers. Targeted for persons who have not completed their High School education. No fees. Serving Berkeley and Oakland.

North Oakland Parish Programs

1051 - 55th Street, Oakland, CA 94608
All Information **510-658-9869**
Provides employment, education, parent and senior services to low-income and minority Oakland residents.

Oakland Private Industry Council (PIC)

362 22nd Street, Oakland, CA 94612-3006
All Information **510-891-9393**
Provides short term job training for limited-income job seekers. Job search workshops, career counseling. No fees. Serving all of Oakland.

EMERGENCY AID

American Red Cross

2111 East 14th Street, Oakland, CA 94606
All Information **510-535-2800**
Provides food, clothing, shelter, health services and medical supplies to victims of disasters. No fees.
Serving all of Oakland.

HEALTHCARE

Planned Parenthood

482 West MacArthur Blvd., Oakland, CA 94609
All Information **510-601-4700**
Family planning clinic providing reproductive health care Sliding Scale Fees. Medi-Cal accepted. Serving all of Oakland.

West Oakland Health Center

700 Adeline Street, at 8th, Oakland, CA 94607
All Information **510-835-9610**
Full service community care clinic. Fees based on income; Medi-Cal/Medicare accepted. Serving West and North Oakland.

East Bay Perinatal Council

654 - 13th Street, Oakland, CA 94612
All Information **510-452-3441**
Provides comprehensive and continuous care for pregnant teens, women, and new mothers. Maintains access to prenatal care for all women. No fees. Serving all of Oakland.

HOUSING AND SHELTER ASSISTANCE

Housing Authority of Oakland

1619 Harrison Street, Oakland, CA 94612
All Information **510-874-1500**
Provides subsidized rental housing for the elderly, physically or developmentally disabled, or low-income persons in Oakland. No fees.

ECHO Housing Assistance Center/ Project Share

1305 Franklin Street, Suite 305, Oakland, CA 94612
All Information **510-836-4826**
A shared housing service which includes referral, education and supportive services. No fees. Serves all of Oakland.

LEGAL AID

Legal Aid Society of Alameda County

510 - 16th Street, Oakland, CA 94612
All Information **510-451-9261**
Family law, domestic violence, government benefits, and domestic problems. Sliding scale fees. By appointment only.

Sentinel Fair Housing

565 - 16th Street, Suite 410, Oakland, CA 94612
All Information **510-836-2687**
Fair housing program that investigates cases of housing discrimination. Counsels tenants and building owners on their rights and responsibilities. No fees. Serving all of Oakland.

Berkeley Community Law Center

3130 Shattuck Avenue, Berkeley, CA 94705
All Information **510-548-4040**
Provides free legal service to low-income persons in the area of housing and public benefits. No fees. Serving all of Oakland.

RECOVERY CENTERS

Mandana House: Community Recovery Center

541 Mandana Boulevard, Oakland, CA 94610
All Information **510-839-8844**
Community recovery center offering support and counseling groups focussing on alcohol, narcotics, co-dependency. No fees. Donations accepted. Serving Berkeley and all of Oakland.

SENIOR SERVICES

For all senior related services, please contact the City of Oakland Department on Aging. **510-238-3121**

YOUTH DEVELOPMENT

Alameda County Youth Development

1651 Adeline Street, Oakland, CA 94607
All Information **510-832-4544**
Provides family counseling, parenting skills, and educational and youth development for youth in the Oakland area. No fees.

Studio One Art Center

365 - 45th Street, Oakland, CA 94609
All Information **510-655-4767**
Offering arts and crafts programs for youth including a summer arts camp. Minimal fees. Serving all of Oakland.

The above is a partial listing and can be used as a resource and referral guide towards more specific needs.

This information is from The Big Blue Book: Directory of Human Services for Alameda County 1994-1995 produced by Eden I&R, Inc. 510-537-2710
For more information or additional copies of the *Neighborhood Profiles* please contact OCCUR 1330 Broadway Suite 1030 Oakland, CA 94612 510-839-2440